

# Modeling Tourist Interest in Visiting Halal Tourist Destinations in West Nusa Tenggara (NTB): A Systematic Literature Review

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## Abstract

Halal tourism is a growing market segment driven by the increasing demand for travel experiences that adhere to Islamic principles. As the global Muslim population continues to expand, the prospects for halal tourism are substantial, with significant market value and robust growth trends. Indonesia, with its diverse attractions like West Nusa Tenggara (NTB), plays a strategic role in this sector. This study investigates the factors influencing tourist intentions to visit NTB's halal destinations, employing a systematic literature review using the PRISMA technique. Key factors impacting tourist intentions include the availability of halal food, halal accommodation, halal tourism promotion, and the socio-cultural environment. Additionally, halal certification and effective promotional strategies serve as partial moderators, enhancing these influences on tourist decision-making. The findings provide valuable insights for policymakers and stakeholders, offering a model for attracting and retaining tourists in halal destinations. This research contributes uniquely by providing a comprehensive analysis of tourist intention factors within NTB's halal tourism context, supporting sustainable and inclusive tourism development.

**Keywords:** Halal Accommodation; Halal Certification; Halal Tourism; Tourist Intentions; West Nusa Tenggara (NTB)

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## Introduction

Islam is the fastest-growing religion worldwide, with the Muslim population experiencing significant growth over the past few decades. As a result of this demographic shift, there is an increasing demand for products and services that align with Islamic principles, including halal tourism. Muslims seeking travel experiences that accommodate their religious requirements are driving this demand, prompting the tourism industry to recognize the importance of offering halal-certified accommodations, food, and activities (Pulungan & Indra, 2024). Consequently, destinations such as West Nusa Tenggara (NTB) in Indonesia have the opportunity to strategically position themselves as leading halal tourism destinations. The growing interest in halal tourism reflects not only the expanding Muslim population but also a broader trend toward travel experiences that respect religious and cultural values (Ana Fardila et al., 2020).

The global Muslim population is projected to increase by 70% between 2015 and 2060, significantly outpacing the growth of other major religions. In comparison, Christianity, which currently has the largest number of adherents, is expected to grow by 34%, while the average growth rate for other religions is around 32%. This rapid demographic shift carries significant implications for various industries, including tourism. As the Muslim population expands, so too does the demand for travel experiences that align with Islamic values and requirements, such as halal food, prayer facilities, and modest accommodations. This surge in demand has made halal tourism one of the fastest-growing sectors in the global tourism industry. Destinations that can effectively meet the needs of this market—such as West Nusa Tenggara (NTB)—are well-positioned to benefit from this expanding and lucrative market (Lipka, 2017).

The rapidly growing Muslim population has created a substantial market segment that various industries are eager to target. In 2021, the global Muslim population spent approximately 2 trillion U.S. dollars across sectors such as daily necessities, cosmetics, entertainment, and travel. This figure is projected to increase significantly, with estimates suggesting that Muslim consumer spending will reach 2.8 trillion U.S. dollars by 2025 (Tighe, 2023). This considerable spending power presents a promising opportunity for the tourism sector, particularly in halal tourism. As Muslim travelers increasingly seek destinations that cater to their religious and cultural requirements, there is a rising demand for halal-certified accommodations, dining options, and leisure activities. Destinations such as West

Nusa Tenggara (NTB) have the potential to capitalize on this expanding market by offering comprehensive halal tourism experiences (Rachmatie et al., 2024).

Islam, a religion spread by the Prophet Muhammad, teaches laws and regulations that provide guidance on prohibitions and permissions for daily activities. The primary source of law in Islam is the divine revelation given to the Prophet Muhammad, known as the Al-Qur'an, which is considered the holy scripture of Muslims. The second source of Islamic law is the Hadith, which consists of the sayings, actions, and approvals of the Prophet Muhammad. Together, these two sources form the basis of sharia law for followers of Islam. Actions that are permitted in Islam are known as "halal," while those that are prohibited are referred to as "haram." These legal principles have led to the development of a specific market that offers halal products and services, including halal cosmetics, sharia-compliant lending and banking, halal food and beverages, and halal tourism (Rasul, 2019).

The halal tourism market is a highly profitable sector. It is estimated that by 2022, the number of international Muslim tourists will reach 110 million, indicating a significant rebound in Muslim tourism following the end of the COVID-19 pandemic. This growth is projected to continue, with the number of Muslim tourists expected to reach 140 million by 2023, and return to pre-pandemic levels of 160 million tourists, as seen in 2019 (Juliana et al., 2021). The future of the halal tourism market appears very promising, with projections suggesting that the number of Muslim tourists will continue to increase, reaching 230 million by 2028. Furthermore, it is estimated that Muslim tourists alone will spend approximately 225 billion U.S. dollars on their travels by 2028 (Mastercard, 2023).

Halal tourism refers to travel undertaken by Muslims for recreation, pleasure, or social purposes, where, even though the motivation is not strictly spiritual, there is a desire to behave in accordance with Islamic principles, or halal (Vargas-Sánchez & Moral-Moral, 2019). Halal tourism can take place at any destination, not necessarily in Islamic holy cities. It primarily requires accommodations that allow Muslims to fulfill their religious obligations and avoid haram activities. Therefore, the travel does not need to have spiritual value and can be undertaken purely for leisure or other personal reasons (Ratnasari et al., 2023).

Indonesia, one of the countries with the largest Muslim population in the world, is a strong candidate for becoming a leading halal tourism destination. This is due to Indonesia's predominantly Muslim population, which ensures that available accommodations are well-suited to halal tourism (Suryanto et al., 2024). Additionally, Indonesia has a deep understanding of the religious and cultural needs

of Muslims, both in worship and daily activities, which gives the country a competitive advantage in attracting halal tourists (Wibawa et al., 2023).

Many tourist destinations in Indonesia are popular among international visitors, with Bali being one of the most renowned. While Bali is widely recognized as a global tourist destination, it is not considered suitable for halal tourism due to the large number of international tourists and the fact that the majority of the population does not practice Islam. Many accommodations in Bali do not meet halal standards, as they often serve alcohol and food items containing non-halal meat, which are prohibited in Islam (Rahayu & Candra, 2023). As a result, one of the more suitable destinations for halal tourism in Indonesia is West Nusa Tenggara (NTB), specifically Lombok. To attract Muslim tourists, significant preparation is required to encourage their intention to visit destinations in Indonesia, particularly NTB. Therefore, researchers need to develop a model that explains the formation of tourists' intentions to visit halal tourist destinations in NTB (Ainin et al., 2020).

Various countries, including Pakistan, Brunei, Indonesia, and even non-Muslim majority countries like New Zealand, have established independent bodies to monitor and certify halal products from the manufacturing process to the consumer. This reflects a widespread effort by government bodies and independent institutions to ensure accuracy in the certification process (Katuk et al., 2021). Consequently, halal certification plays a significant role in influencing a tourist's intention to visit a destination. In Muslim-majority regions, halal certification has a partial moderating effect, while in non-Islamic countries, it acts as a full moderator in encouraging tourists to choose halal-compliant destinations (Sjuchro et al., 2023).

Halal certification also plays a crucial role in the marketing and promotion of destinations aimed at attracting tourists seeking halal tourism experiences. This certification is often emphasized when promoting halal destinations, as it assures Muslim tourists that the food and services provided meet Islamic dietary requirements. Having halal certification for food at tourist destinations eliminates any doubt for Muslim travelers about what they will consume during their trip. It simplifies the decision-making process for Muslim tourists, making it easier for them to select appropriate dining options (Henderson, 2016). Moreover, halal certification benefits tourist destinations by encouraging tourists to purchase food with confidence, knowing it adheres to their religious guidelines. This influence is even more significant in non-Islamic countries, where certification helps dispel concerns about whether the food offered is truly halal (Sharin et al., 2024).

## Literature Review

### Halal Accommodation

Accommodation is a basic necessity for visiting tourists. While providing accommodation is standard for all countries, offering halal accommodation requires special preparation and attention from tourism providers. This is especially important since many tourist destinations lack the capacity or fail to prioritize halal accommodations for Muslim travelers (Manan et al., 2023). For example, Sweden has not adequately addressed the growing demand for halal tourism, which is rising alongside the increasing Muslim population. As a result, many Muslim tourists are reluctant to visit due to the lack of halal elements in the accommodations provided (Abbasian, 2021).

Halal accommodation is essential to the Muslim lifestyle. In everyday life, a Muslim prays at least five times a day and requires adequate facilities for purification and clean spaces for worship (Mardoni & Amsal, 2023). These needs are as crucial as food for a Muslim during tourism activities. Muslim tourists not only look for halal-certified accommodations but also evaluate whether the destination meets their religious needs throughout their stay (Pamukcu & Sariisik, 2021). Despite the importance of halal accommodations, some destinations focus solely on promoting halal food without providing adequate facilities for worship (Jia & Chaozhi, 2020).

Millennial Muslims, a group that frequently travels both domestically and internationally, tend to prioritize halal food and access to prayer facilities over a fully immersive halal experience (Sudarsono et al., 2021; Suhartanto et al., 2022). This suggests that while non-Islamic countries may face challenges in developing halal tourism, it presents a significant opportunity for Muslim-majority countries, like Indonesia, to attract Muslim tourists. Therefore, halal accommodation is a crucial factor influencing Muslim tourists' decision-making when planning their trips (Jalil & Akbar, 2024).

### Socio-Cultural Environment

When planning their trips, Muslim tourists consider various aspects of their destination, one of which is the socio-cultural environment (Isa et al., 2018). Every destination has its own social and cultural norms, and it is often easier for tourists to observe their religious practices in places where these norms align with their own values. Muslim tourists are more likely to feel comfortable practicing their faith in destinations where the socio-cultural environment is conducive to their religious

beliefs. This does not necessarily mean that the destination must adhere to Islamic norms, but it should promote tolerance and respect for religion to ensure that tourists do not experience discomfort when practicing their faith while traveling (Huda et al., 2022; Jia & Chaozhi, 2020; Vargas-Sánchez & Moral-Moral, 2019; Yousaf & Xiucheng, 2018).

In countries like Indonesia, where religious tolerance is a priority, destinations become more attractive to tourists seeking halal tourism. Additionally, local halal product sellers, often in the form of micro, small, and medium enterprises (MSMEs), add further appeal (Linggasari Sofi & Hendayani, 2023). Indonesia benefits from its large Muslim population and its beautiful tourist destinations, making it a favorable option for halal tourism. The success of local MSMEs, which offer halal local products, has become a key attraction for both international and Muslim tourists (Huda et al., 2022).

### **Promotion of Halal Tourism**

One of the key factors that attract tourists to a destination is the promotion or marketing of that location. This is equally important for halal tourism, as while many destinations market themselves broadly, only a few promote their offerings specifically as halal tourism. In today's era of globalization, where information technology is highly advanced, the promotion of halal tourism has become crucial in drawing tourists to a destination (Huda et al., 2022). Even countries new to halal tourism adopt various strategies, such as hosting sporting and religious events and featuring prominent Muslim celebrities in television programs to promote their halal tourist destinations. This demonstrates that non-Islamic countries have recognized the potential of the halal tourism market and are making concerted efforts to market it (Olya & Al-ansi, 2018).

Promotion does not only come from governments or tourism authorities but can also occur through Muslim tourists who have experienced halal tourism firsthand. Word-of-mouth promotion on a personal level can play a significant role in attracting more tourists, as positive experiences shared by travelers often influence others to visit those destinations (Hidayat, 2024). However, this can be a double-edged sword, as negative experiences can also spread and damage the reputation of a destination. Thus, effective promotion is essential in building a positive reputation and providing accurate information to attract potential tourists. Interestingly, the appeal of halal tourism is not limited to Muslim travelers. Many

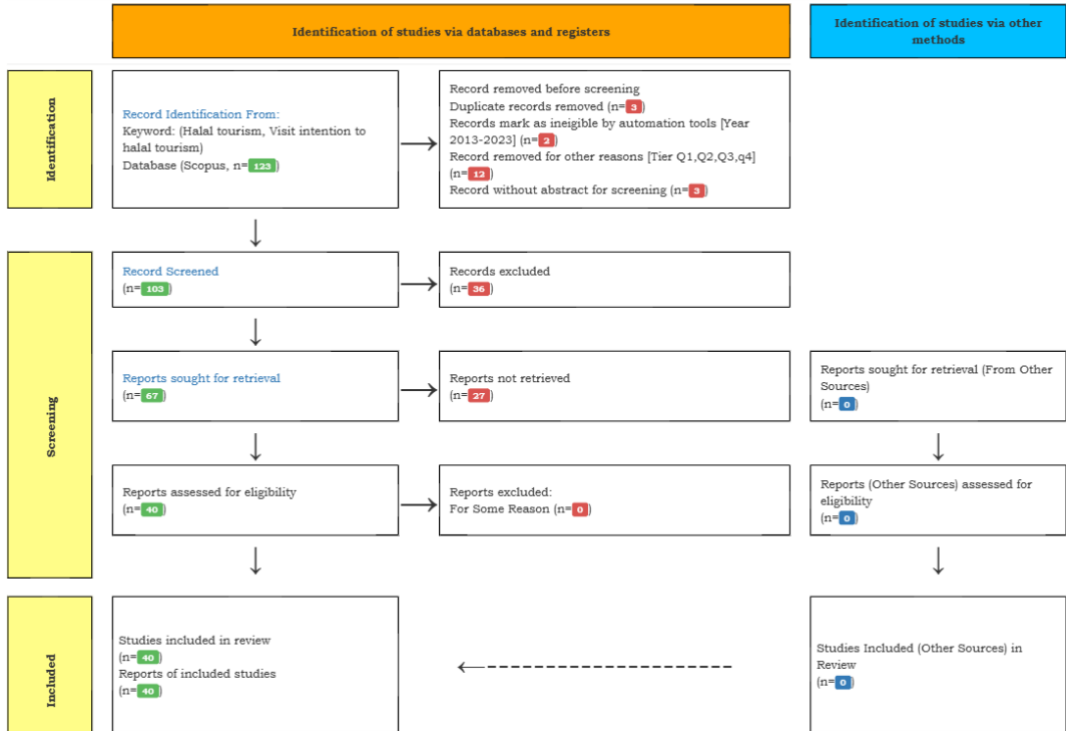
general tourists are increasingly interested in the halal lifestyle and its offerings (Wardi et al., 2018).

## Methods

This study utilizes a systematic literature review (SLR) approach to analyze existing research on halal tourism and tourists' intentions to visit. The review was conducted following the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines, ensuring a transparent and replicable methodology. A comprehensive search was performed using the Scopus database, with a focus on key terms such as "halal tourism" and "visit intention to halal tourism." The search was limited to studies published between 2013 and 2023 to capture the most recent and relevant research within this rapidly expanding field (Layali & Suriani, 2022). Following the initial identification of relevant studies, a meticulous screening process was employed. This multi-step process involved reviewing titles, abstracts, and, where necessary, full texts to assess their alignment with the research objectives. Studies were excluded if they did not meet the inclusion criteria, such as focusing on non-halal tourism or lacking methodological rigor. Duplicate entries and studies without abstracts were also excluded from the analysis (Farizkhan et al., 2023).

The final selection of studies included in this review was determined by their alignment with the research focus, resulting in a comprehensive analysis of 40 studies. Data extraction was conducted systematically, documenting key information such as study objectives, methods, findings, and contributions to the understanding of tourist intentions in halal tourism contexts (Kusumawardhani, 2024). The study selection process is visually represented in the PRISMA flow diagram (refer to the Table 1), which provides a clear overview of the identification, screening, and inclusion stages. This rigorous methodology ensures that the review is both thorough and transparent, offering valuable insights into the factors influencing tourist intentions toward halal destinations (Syufa'at & Zayyadi, 2023).

### Table 1. Visit Intentions of Halal Tourism



Generate From Watase Uaike Tools, based on Prisma 2020 Reporting

## Result and Discussions

The analysis conducted in this study identified several key factors that directly and partially influence the intention to visit halal tourism destinations. These factors, including the availability of halal food and the presence of halal certification, are integral to shaping the overall experience of Muslim tourists. Below is a detailed discussion of these factors:

### Availability of Halal Food

One of the most critical aspects of halal tourism is the availability of halal food, as food is a fundamental part of daily life for Muslim tourists who require assurance that their dietary needs, in accordance with Islamic law, are met. Halal certification plays a pivotal role in providing this assurance. However, in many tourist destinations—particularly in non-Muslim majority countries—there is a noticeable lack of certified halal restaurants and food providers. This scarcity poses challenges



for Muslim tourists, leading to distrust and hesitation in consuming local cuisine (Adel et al., 2021).

Although some countries, such as Thailand and Japan, have made strides in offering halal tourism services, the provision of halal food remains inadequate. Tourists often find themselves in situations where they must either prepare their own meals or actively seek out certified halal establishments, detracting from the overall convenience and enjoyment of their travel experience (Purwandani & Yusuf, 2024). This limitation highlights the importance of expanding halal food options in destinations aiming to attract Muslim tourists.

Case studies of successful halal tourism destinations, such as Malaysia and Indonesia, demonstrate the significant impact that a robust offering of halal food can have. These countries not only ensure the widespread availability of halal-certified food but also leverage the diversity of local flavors to appeal to Muslim travelers. As a result, they have become leading destinations for halal tourism, underscoring the importance of halal food availability in enhancing tourist interest and satisfaction (Battour & Ismail, 2016; Henderson, 2016).

### **Halal Certification**

Beyond the mere availability of halal food, the presence of halal certification is crucial. This certification guarantees that food products comply with Islamic dietary laws, ensuring they are free from haram (forbidden) substances or contamination. As awareness of halal requirements increases, Muslim tourists are actively seeking destinations that can assure compliance with these standards (Amalia & Gunawan, 2023).

The effectiveness of halal certification is evident in countries like Malaysia, Brunei, and even non-Muslim-majority nations such as New Zealand, where independent bodies rigorously monitor and certify halal products. These certifications are essential in building trust and confidence among Muslim tourists, significantly influencing their choice of destination (Katuk et al., 2021). For example, in New Zealand, the presence of halal certification has attracted a notable number of Muslim tourists, despite the country's relatively small Muslim population.

Moreover, halal certification serves as a powerful marketing tool. Certified halal products and services offer a competitive advantage in the tourism industry, particularly in non-Muslim-majority countries where such assurances are less common. Destinations that can effectively market their halal offerings tend to

experience a higher influx of Muslim tourists, as the certification dispels doubts about the permissibility of the food and services provided (Henderson, 2016).

### **Interrelationship between Factors**

The availability of halal food and the presence of halal certification do not function independently; rather, they interact to create an environment that can either support or hinder the growth of halal tourism. For example, the presence of halal certification in a region with limited halal food options may alleviate some concerns but will not fully meet the needs of Muslim tourists (Yudha Trishananto et al., 2024). Conversely, a wide variety of halal food without proper certification might still leave tourists uncertain about its permissibility. This interrelationship underscores the importance of a holistic approach in developing halal tourism. Destinations that integrate both elements—ensuring halal food is both readily available and properly certified—are more likely to attract and retain Muslim tourists. Malaysia serves as a prime example of this integrated approach, where the seamless availability of halal food and strict certification standards have established the country as a leading destination for halal tourism (Sapta et al., 2023).

### **Quantitative Findings**

While this analysis primarily focuses on qualitative insights, quantitative data further emphasize the importance of these factors. Studies have shown that the availability of halal food and certification can increase the likelihood of Muslim tourists choosing a destination by over 40%, compared to destinations lacking these features (Han et al., 2021; Razzaq et al., 2016). This substantial rise in tourist intention highlights the pivotal role these elements play in the success of halal tourism destinations.

### **Conclusion**

Halal tourism represents a highly profitable and promising market, with significant growth potential in Indonesia, particularly in the NTB region. The country's strong foundation of religious tolerance enhances its appeal as a halal tourist destination. Moreover, the availability of halal food and accommodations equipped for worship create a welcoming environment for Muslim travelers. The proposed model in this study indicates that factors such as halal food availability, halal accommodations, effective promotion, and a supportive socio-cultural environment are directly linked to tourists' intentions to visit halal destinations in

NTB. Additionally, halal certification and the promotion of halal tourism play a partial moderating role in shaping visitors' intentions.

To further capitalize on this potential, it is recommended that the government and managers of halal tourist destinations in NTB expand the variety of halal dishes, incorporating local cultural elements to attract more tourists. Enhancing the quality of halal accommodations is also crucial for improving visitor experiences, which can lead to positive word-of-mouth promotion. Leveraging social media, including collaborations with celebrities or well-known figures, can broaden the reach of halal tourism promotions. Future research should focus on quantitatively testing the proposed model to assess its validity in explaining tourist intentions in NTB. Additionally, exploring other potential factors and targeting different demographic groups could provide richer insights and strengthen the understanding of halal tourism.

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